



MI

# Meme Insider



## Shitposting Gone Too Far

In the midst of adversity, instability, and  
uncertainty, frog-memes carry  
the meme economy

**EXCLUSIVE**  
*Interview with /r/The\_Pack*

*Fight between Kermit  
and Pepe in Meme vs. Meme*

*Inside analysis on  
Bagel Bites viability*

# WELCOME

This magazine is the culmination of a group of strangers on the internet that took a joke too far and ended up here. This is our first release, a test and a recap over what's been going on in the meme economy, and what we think is going to happen. We all worked hard on this, so we hope you enjoy.

- The Staff at Meme Insider

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# FUTURE INVESTMENTS

## KERMIT TRENDS AND ALSO ME VIABILITY

**/u/Lexquire. Nov 2016.**

Kermit as a Primary Core Meme (PCM) has been a safe dividend investment since it's boom back in 2014. It has inspired the creation of several secondary "sub-memes" that piggyback off of their primary but fading into obscurity after their own popularity spike. Couch Kermit, Car Kermit, Tea

an established PCM like Kermit and huge in the Cartoon market, but to buy at the ground floor of a successful core you need to evaluate it's sub-meme viability before making an investment. This evaluation is the crux of many amateur memeconomists.



Kermit, and the most recent Kermit sub-meme fad "Evil Kermit." These secondary memes are a sign that you've got a solid primary investment, and smart traders will recognize the opportunity to double down on profits by getting into the trending sub-meme with little risk of significant losses from the initial price offering (IPO), as well as increasing profits by anticipating the sub-meme feeding into its primary.

Sub-memes are consistent money makers for

In our case study of Evil Kermit (\$EK) you can see an implementation of a long standing format that hits surprising dankness for declining post-meta meme trends known as Also Me. This format has been around for years but never achieved sub-meme status or making the market due to being appropriated by down trending memes. As a cornerstone of a meme with significant value in the recent \$EK boom. Analysts at Meme Insider have been pouring over data but cannot come



to a consensus on the viability of Also Me as it's own PCM. When a sub-meme tries to branch into third-tier territory it hits a niche bottleneck. The connection to the original PCM usually has degraded so far the third tier has to stand on it's own without something more popular to piggyback on. Our top tier meme farmers will move on, relying on farmers who can't achieve max dankness potential, generally forcing applicability and losing relatability, causing a premature meta point and quick death. These ventures are essentially dead on arrival and should traditionally be avoided.

It was the foundation of Evil Kermit which proves it's ability to sustain audience and avoid bottleneck at entry, and the meta point is near unreachable as talking to yourself can be applied in a variety of ways and can be altered from the "Me:The thing I should do / Also Me: Selfish" established by \$EK.

Also Me is old and fresh at the same time, although it hasn't hit the market as a PCM, I encourage farmers to experiment with the idea and investors to watch trends carefully and buy big at IPO.



Also Me is currently a third-tier sub-meme of Kermit and my fellow analysts are absolutely justified being wary to back something so volatile, but it also avoids a few of these red flags. It's an established trend pre-dating the current trend showing its value as a PCM, which keeps experienced farmers interested for max dankness. The format is simple and can be applied to in a variety of ways, keeping the idea fresh past EK stagnation.

# N.I.C.E NEWS

## FOURTY MINUTES WITH AN ENIGMA

**/u/DesmanMetzger. Nov 2016.**

It was 1:15 am, 22nd November when my camera man, Jason, and I had approached a heavily reinforced gate in what appeared to be a damaged dockyard in the town of Slavyanka on Russia's southeast coast, about 70 kilometres from Vladivostok. We were told that this was the place that we could meet and interview one of the most elusive figures in meme smuggling, known simply as 'Raul' by those not involved in the dangerous trade.

As we stepped towards the gate, a rough voice called out and asked what we wanted. We told the man that we were from 'NICE News', and that Raul invited us personally. After a hushed exchange, we were frisked, our equipment checked, and we were escorted to the dilapidated warehouse, guarded by men with shotguns – it seemed like we were fucking with things that weren't usually brought to light. Inside the warehouse were pallets upon pallets of contraband memes, which at a glance were easily valued at more than a few million GBP. Men rushed around, wrapping the pallets with plastic to keep them fresh, and loading these pallets with a crane, onto what appeared to be a repurposed submarine. The operation was scarily efficient: everyone knew their role; there was no joking around (something I expected from meme smugglers); and above all else, we noticed that all eyes glanced at a digital timer that counted down to zero – It read 54:21. We weren't sure what would happen when the timer ran out, but we suspected there would be hell to pay if the deadline was not met.

Raul approached in blue worker's overalls, and greeted us with a thick Spanish accent, his pipe wiggling in the corner of his mouth as he spoke. He

ushered us into what used to be the foreman's office and poured us a tumbler of amber liquid; he handed us the glasses. The glass smelt almost fragrantly zesty – I asked him what it was, to which he roared in

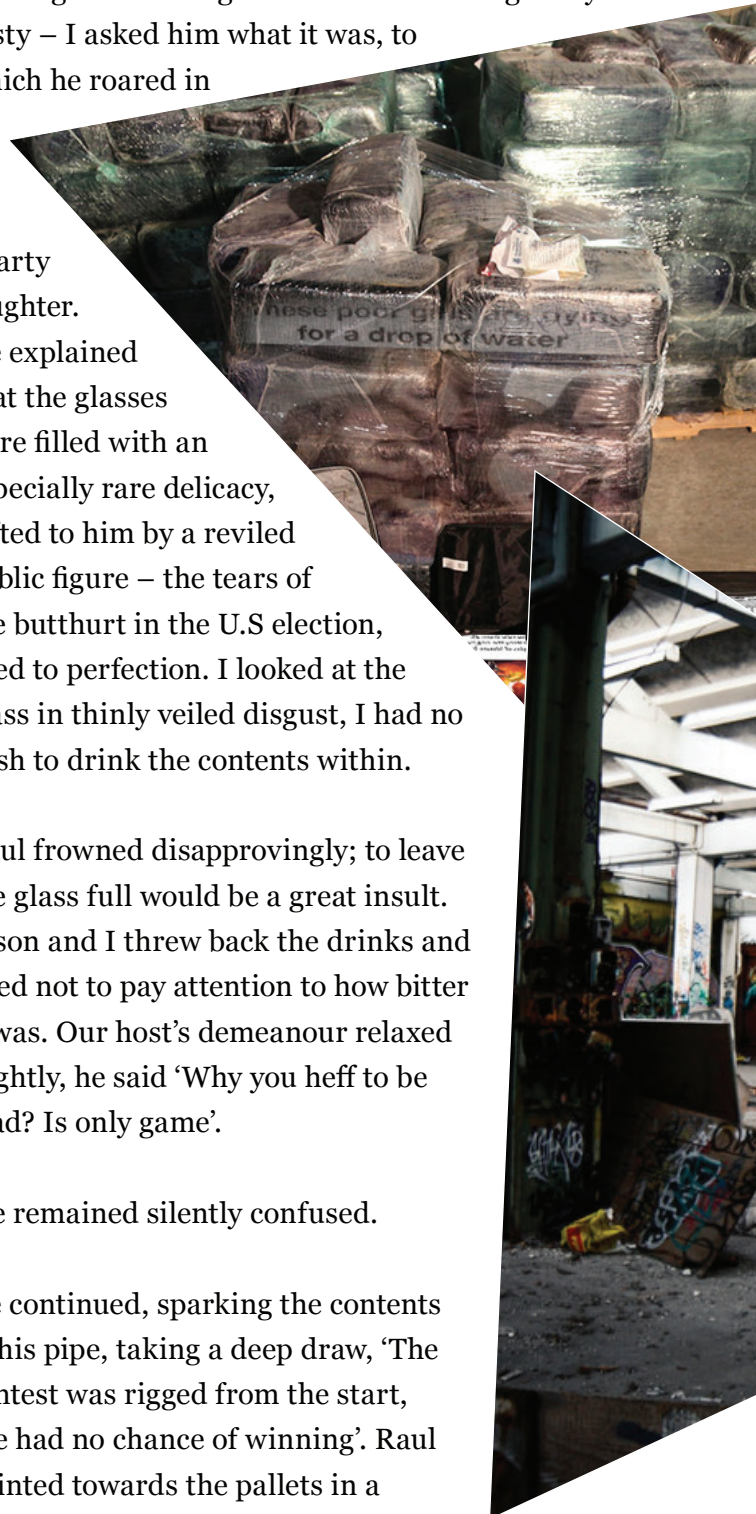
hearty laughter.

He explained that the glasses were filled with an especially rare delicacy, gifted to him by a reviled public figure – the tears of the butthurt in the U.S election, aged to perfection. I looked at the glass in thinly veiled disgust, I had no wish to drink the contents within.

Raul frowned disapprovingly; to leave the glass full would be a great insult. Jason and I threw back the drinks and tried not to pay attention to how bitter it was. Our host's demeanour relaxed slightly, he said 'Why you heff to be mad? Is only game'.

We remained silently confused.

He continued, sparking the contents of his pipe, taking a deep draw, 'The contest was rigged from the start, she had no chance of winning'. Raul pointed towards the pallets in a



sweeping motion, ‘Meme magic is real, and it was used to win this election. This is how we make our tendies in this trade’.

The implication struck me as one hard to believe – contraband memes, it seemed, must have been used to tip the balance in favour of his client. My mind turned to the Pepe, and knock-off ‘Peep the toad’ memes on the

pallet, and the decision of the Anti-Defamation League to declare Pepe a hate symbol. A colleague from Time Magazine told me that she thought that the declaration would stifle the memes surrounding the election, but now, I could see that Peep’s existence was manufactured entirely by Raul, in a creative attempt to circumvent the ADL’s decision. Both candidates played a risky game, but at the end of the day, autists pulled through with the dankest, un-cut quality memes since the early days of exploitables.

I gestured to Jason to start filming, ‘What do you have to say about the rumours regarding the banning of memes in this country, as reported by the BBC’?

A short scoff filled the room, ‘That is

completely false, a rumour started by brokers engaging in insider memeing. They hoped to tank blue-chip memes on the fledgling NASDAQ, so that they could sweep them up for bargain bin prices the next day.’ The incandescent bulb hanging above

us barely illuminated Raul, ‘The rumour sticks around because it suits world leaders – plausible deniability. Do you think all these Putin riding a horse shirtless memes make themselves? We flood the market’!

This was another revelation I wasn’t sure what to do with – I remembered thinking at the time that the heat this would bring might not be worth it. I pushed on anyway, ‘Can you explain to the readers of NICE what you intend to do with these memes’?

Our host blew a ring of smoke, ‘These memes are going to the East Pier of the North Korean city of Songbong. We have another client in that country hoping to emulate the successes of other world leaders. Who knows, maybe the effects will be felt across the border.’ The matter-of-fact way he said it reminded me that we were dealing with a professional.

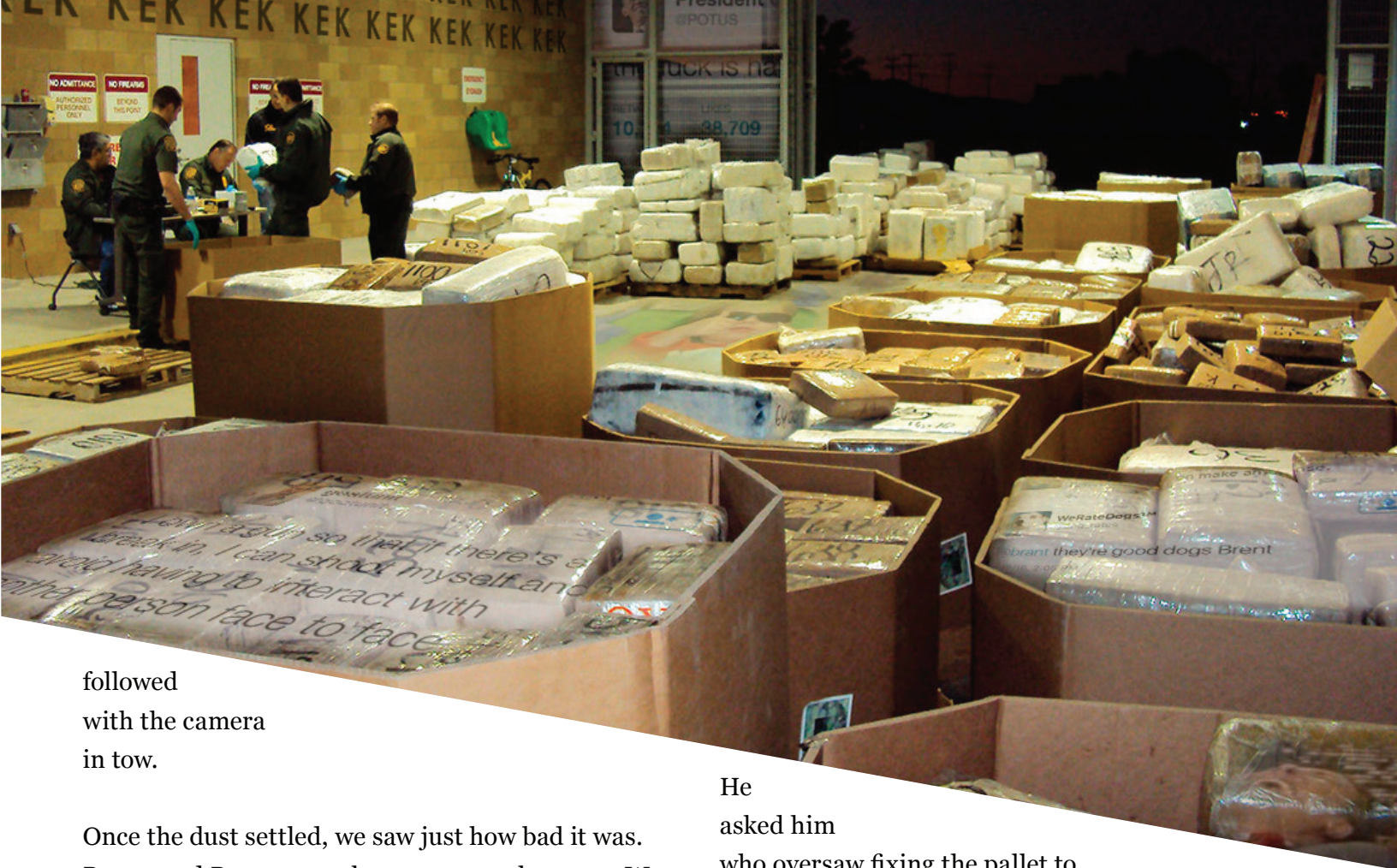
‘Are you not worried about the total meme embargo imposed on North Korea by the UN’?

The man grinned, ‘That’s what the submarine is for! We’re essentially invisible – memes are too dank to be detected underwater, you see’. Raul looked out of the office window; his face dropped.

We shifted the camera to the commotion that was building outside. It seemed like a pallet was not secured to the crane properly, and had shattered on the concrete floor of the warehouse. Workers scrambled to get away from the spill – memes this dank were lethal in high concentrations.

Raul unclipped a gas mask from his belt and slid it on, I remembered his muffled voice directing us to the drawer in the corner of the room, ‘Put the masks on!’ We rushed to put them on before the dank seeped in from under the door. Once we were safe, Raul opened the door to inspect the damage. The timer ticked away, oblivious to the accident – we





followed  
with the camera  
in tow.

Once the dust settled, we saw just how bad it was. Peeps, and Pepes were thrown across the room. We filmed how they congealed together on the floor, slowly transforming into Dat Boi. We pointed it out to Raul, 'Oh shit, whaddup!' he wheezed.

We turned to the bodies strewn closest to the impact, they were completely lifeless. The casualties further away weren't so lucky; other workers caught in the path of the detonation paced in circles, repeating the same sickening phrase over and over again, 'Thanks, me too. Thanks, me too'. The ramblings seemed to get less coherent the further the workers were from the blast.

We stepped a few metres away, following Raul. He asked the worker if anything else was damaged, to which the poor boy answered, 'The tanks; me too.' He pointed with one hand to the pressurised canisters of self-depreciation used to purify memes, whilst holding onto the massive shrapnel wound in his abdomen. Raul dropped him and moved on to the furthest person caught in the blast.

He  
asked him  
who oversaw fixing the pallet to  
the crane.

The man stared through Raul, barely whispering,  
'Hanks – me sue'.

The two men guarding the door burst in, letting us all know that the police were called to investigate the explosion. We knew our time with this enigma was at its end. Raul made his way into the submarine, determined to deliver all that he could. Before he disappeared forever, I had to ask him one more question, 'What will be the next big meme? Will we know you were behind it'?

He took one last look at us, as the final checks were being done on the submarine, the distant sirens getting closer with every second that passed, and said, 'Of course it'll be me! Who are you expecting, Sportaflop'?! And with that he vanished.

# THEFT. WAR. MEMES. THE PACK.



What happens when two  
meme producing power houses go to war?

Whether you love them or hate them, THE PACK certainly have a way with memes. So what happens when a meme juggernaut like me\_irl steals their content? These mfers are going to tell us, just don't tell our moms we used curse words on the internet.



# INSIDE THE PACK

A RIVETING DIALOUGE WITH THE BIG BOSS



**/u/The\_Magic\_Fairy. Nov 2016.**

**M:** In one sentence, how would you describe your subreddit? We all know the pack according to the people, let's get to know the pack according to the pack?

**/u/ DJToughNipples:** r/THE\_PACK IS THE BRAINCHILD OF GLORIOUS PACK LEADER /u/ no\_turn\_unstoned WHEREIN ALL PACK MEMBERS CAN, IN A FASHION MOST PRIMAL, TRULY BE THEMSELVES WITHIN THE CONFINES OF THE MOST DANK WEED SMELLING-EST, EDGY ECHO CHAMBER EVER CONCEIVED BY MAN AND BEAST ALIKE.

**M:** What is your stance on dolphins?

**/u/ DJToughNipples:** RODE ONE ONE TIME IN ORLANDO AND WHILE I DID ENJOY MYSELF THEY'RE FRISKY LITTLE CREATURES THAT I WOULDN'T TRUST AS FAR AS I COULD THROW THEM.

**M:** Can you give us an overview of what happened between me\_irl and the pack?

**/u/ DJToughNipples:** /u/hradium THOUGHT HE COULD PROFIT FROM THE SWEAT OF /u/Coralio MEME MAKING FINGERS AND BRAIN. WHAT FOLLOWED WAS A MEME WAR THAT SHOOK THE VERY CORE OF THE EARTH. HE HAS SINCE APOLOGIZED AND TO MY KNOWLEDGE IS IN HIDING SOMEWHERE IN THE SOUTH CHINA SEA.

**M:** Do you think there has always been tension between your subeditors?

**/u/ DJToughNipples:** TENSION? NEVER. THE SUBTLE NUANCES OF THE\_PACK SOMETIMES ELUDE SOME OF OUR LESS SEASONED FOLLOWERS BUT FAR MORE OFTEN THAN NOT THE MEMES HOUSED WITHIN THE SUBREDDIT ARE SUPPORTIVE EARNEST DEPICTIONS OF OUR EVERYDAY STRUGGLES. A TRUE PACK MEMBER IS FOREVER LOYAL AND WE CAN SPOT A POSER LIKE A FART IN A SHOEBOX.



**M:** How will this affect the production of memes in your subs?

**/u/ DJToughNipples:** WE ARE AT MAXIMUM MEME PRODUCTION. WAR IS PROFIT.

**M:** How do you like your steak?

**/u/ DJToughNipples:** MEDIUM-RARE AS I ENJOY BOTH FLAVOR AND THE SAFE CONSUMPTION OF MEAT.

**M:** What actions would have to occur for the war to end?

**/u/ DJToughNipples:** AS PREVIOUSLY STATED, THE OFFENDING REDDITOR HAS APOLOGIZED BUT GIVEN THE SLIPPERY SNAKE-LIKE NATURE OF r/meirl THIS COULD GO ON FOR SOME TIME. DEFINITELY, PROBABLY, AT LEAST UNTIL THE END OF THE MONTH WHEN OUR BLOODLUST HAS BEEN SATIATED BY THE FLESH OF BIRDS AND PIGS AND OUR MEME COFFERS RUNNITH OVER WITH ZESTY NEW SUBJECT MATTER INSPIRED BY OUR FUCKING RELATIVES.

**M:** How does the pack feel about meme war profiteering?

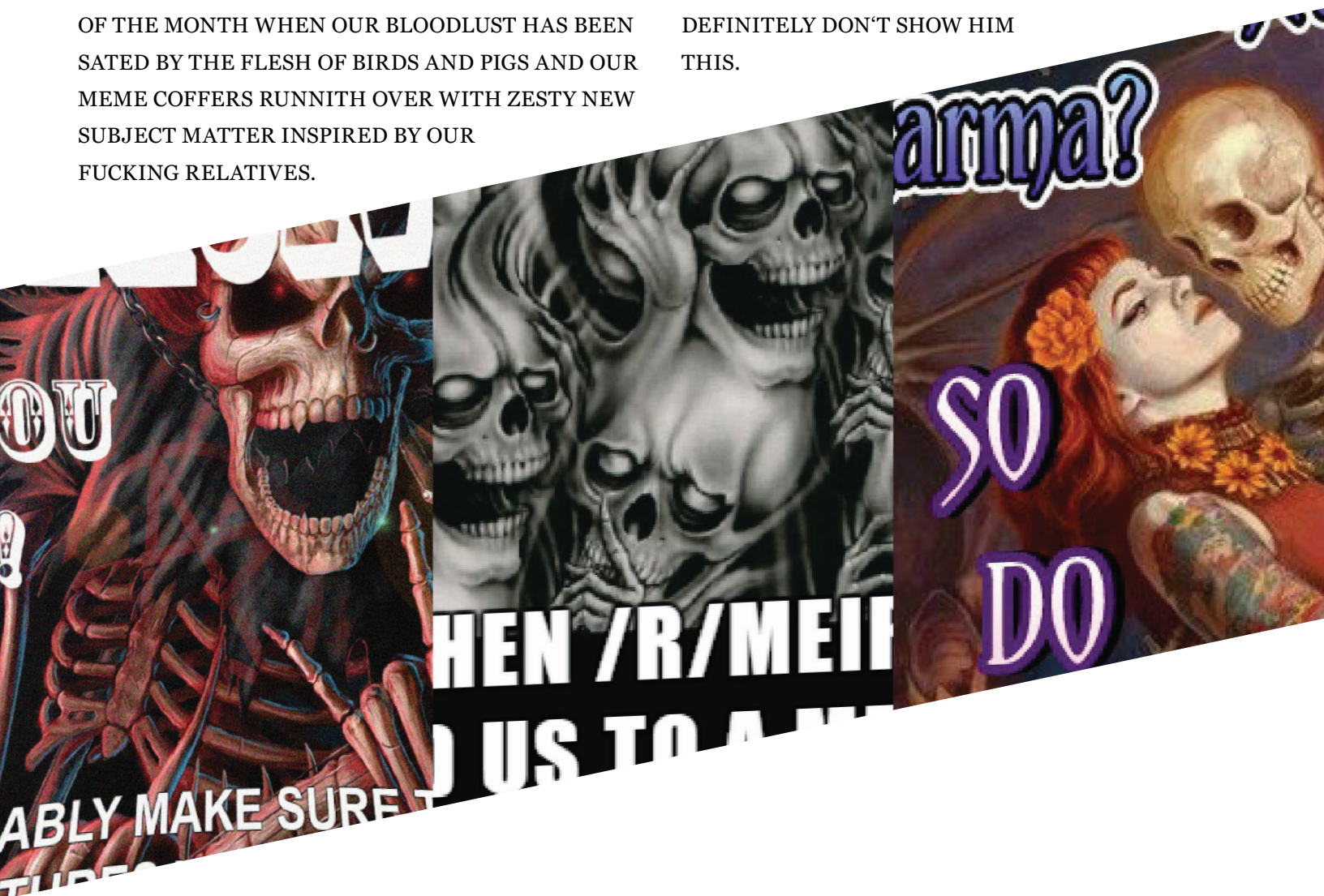
**/u/ DJToughNipples:** AS LONG AS IT'S US THAT SHIT IS TOTALLY COOL.

**M:** Is peace possible at this point?

**/u/ DJToughNipples:** PEACE IS POSSIBLE WITH THE PROPER TRIBUTE.

**M:** Why does my dad hit me?

**/u/ DJToughNipples:** BECAUSE YOU RUN A MEME MAGAZINE AND HE'S PROBABLY A DICK SO DEFINITELY DON'T SHOW HIM THIS.



# MEME V MEME

## KERMIT THE FROG VS PEPE THE FROG

**/u/J-The-Meme. Nov 2016.**

Kermit The Frog originates from a show called Sam and Friends, but we all know him from The Muppets. Kermit is most recently popular for two memes, “But That’s None Of My Business” and “Me To Me”.

The former depicts Kermit sipping tea. The top gives way to a common subject, eluding to it being wrong or ridiculous. Followed by the bottom exclaiming, “But That’s None Of My Business”.

“Me To Me” shows a screenshot from “Muppets Most Wanted,” of Kermit being confronted by “Dark Kermit,” which is just Kermit with a dark cloak. The top depicts something relatively normal i.e, “Write an article for Meme Insider,” which is then followed by something darker or relatively a bad thing to do, such as, “Plagiarize another article instead.”

He also has a starring role in the “Window Meme,” which shows Kermit slowly closing his car window.



MEME TRADING WEBSITE THAT IS BE  
DEVELOPED





Pepe The Frog originates from a comic called “Boy’s Club,” by Matt Furie. He became popular when an image of Pepe started spreading around a select few image boards such as 4Chan. The image depicted a green frog stating he, “Feels Good Man.”

Pepe has been associated with other “refined” memes as well. One of his most popular is probably the “Rare Pepe” meme. Posts are made showing a “Rare Pepe,” let’s say a Diamond Pepe. It says the Diamond Pepe only comes in [#] amount of Pepes. It then urges the the reader to upvote the post in a certain amount of time, so they can obtain this “Rare Pepe” or avoid bad luck.

The people at r/The\_Donald have been using Pepe as a symbol for President Elect

So, who is the winner? You decide.  
Go to <http://bit.ly/2gbnJtO> to cast your vote.





# THE WOLVES OF MEME STREET

## MAKING MEME TRADING A REALITY

**/u/J-The-Meme.**

**Nov 2016.**

Meme Insider recently interviewed /u/Vixen\_\_, a.k.a. the lead designer of the Meme Economy website

**J:** Will mods participate once the site is up?

**/u/ Vixen:** Yes, I would like to think so. If not in the main trading definitely managing community workings.

**J:** What inspired you to do this? Is it more difficult/easy than you thought it would be?

**/u/ Vixen:** Well, I was added pretty early into development when the devs were still in pre coding. Someone needed some art done and I complied. Now I'm running all of the graphics department and It's definitely more fun then I thought it would be.

**J:** What will you do with all of your riches?

**/u/ Vixen:** Become President of space, Obviously.

**J:** How many people is their site set up to handle right now?

**/u/ Vixen:** Well, none. Since the site hasn't been tested yet.



**J:** How big is the team?

**/u/ Vixen:** We have about nine Executives including LuckyCosmo, and each executive has their own staff, so about 24-28. Every developer helps!

**J:** Is it true that you have a socialist lifestyle?

**/u/ Vixen:** Perhaps.

**J:** About how long until the site is ready?

**/u/ Vixen:** The site currently has no release date, though our users usually forget this fact.

**J:** Are the developers spending real money on this?

**/u/ Vixen:** No, the idea was kicked around that users could pay for more GBP, but that complicates things way too much and we don't want to be the next CSGO gambling ring. A patreon will be set up for when the site gets too large.

**J:** How's the weather in North Korea?

**/u/ Vixen:** Lots of smog. Good humidity levels though!

**J:** What are their plans once the site is up and running, long term?

**/u/ Vixen:** Like I said before, we're planning a patreon to help keep the site running. And Maybe even some MEME economy merchandise. Maybe.

**J:** How many users do they expect on launch?

**/u/ Vixen:** With the surge of growth on the subreddit we expect a lot of people to at least check out the site.

**J:** Do they think they can handle what's coming?

**/u/ Vixen:** Absolutely

**J:** Are you expecting/would you be able to handle any kind of fraud or memesider trading?

**/u/ Vixen:** You have to expect fraud with any website you make. We're working on verification and bots to combat any type of tomfoolery.

**J:** Are your parents ashamed of you?

**/u/ Vixen:** No comment. ;))

**J:** What's your favorite meme?

**/u/ Vixen:** I'm quite partial to Vaporwave memes at the moment. Such elegance, such grace.

GOOD VIBES



# SPONGEBOB MEMES

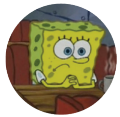
## A BIKINI BOTTOM ANALYSIS

**/u/The\_Magic\_Fairy. Nov 2016.**

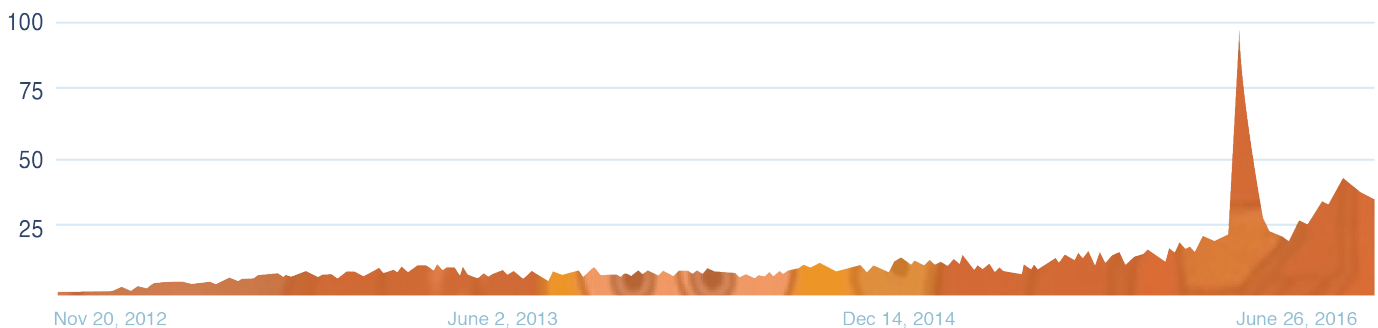
Spongebob memes have seen a massive spike in popularity during the past few months; the most surprising thing being that they have remained stable even with the mainstream media attention that it has been receiving. So much attention usually leads to a complete crash in the market but somehow Spongebob memes have stayed relevant.

**What caused the June 2nd - 15th Spike in popularity**

## Spongebob Over Time: Past 5 Years



**Spongebob Memes**  
Search Term

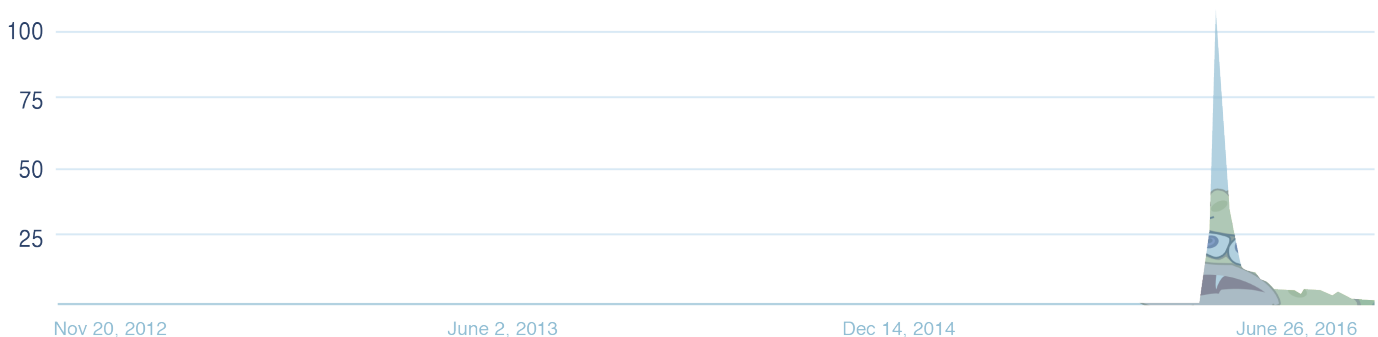


Around the start of June there was a massive spike of spongebob memes. But why did this spike occur. Below is a graph for internet searches of 'spongebob caveman':

## Spongegar Over Time: Past 5 Years



**Spongebob Caveman**  
Search Term





There's a clear correlation with the prehistoric spongebob meme and spongebob memes in general. This allows us to ignore the spike of interest in spongebob memes and in doing so see that these meme has been growing at a steady and stable rate since 2012.

Having a meme steadily grow over the span of a couple years instead exploding is very important. By using the potential dankness formula,  $(DP=i+k(it)/(i+t)-P(t))$  written by /u/Hamster\_Furtif, we discover that even though the DP (Dankness Potential) increases over time, it can be ruined if the meme is posted too often, by people whose meme game is too weak.

This is exactly what happened to Prehistoric Spongebob and precisely why spongebob memes in general are such a good investment. With there being no great demand or supply of stock spongebob memes, pages are only posting memes that are especially dank to them, thus increasing faith in the content from users as there are no amateur or low effort dog shit memes just because of the recent trend.

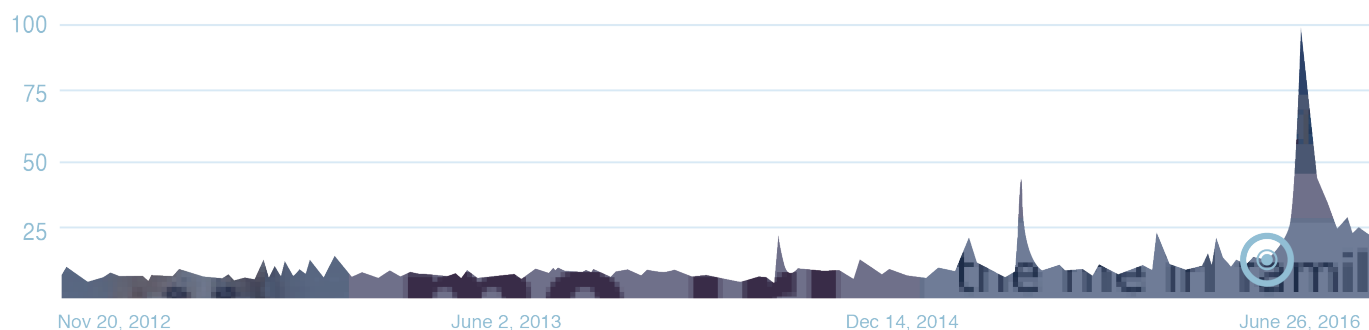
The spongebob memes are here to stay and are a great investment opportunity if you're willing to be patient. On my personal meme page they get twice the likes of my other memes and have been getting these numbers for a few months now. I strongly believe that investment in spongebob memes should be a basis for any portfolio.

Side note: There was an increase in searches for the word suicide shortly after prehistoric spongebob's stardom. The small blue dot just to the right of the spike is the date when prehistoric spongebob reached its peak in popularity.

## Suicide Over Time: Past 5 Years



**Suicide**  
Search Term





# MEMETOWN

## EXCLUSIVE INVESTIGATION

**/u/the\_penguin\_in\_a\_zoo. Nov 2016.**

Cincinnati - A team of memeologists funded by Meme Insider have returned from a three week long excursion located at Hoopville St. Morgue. They announced on November 30th that they have discovered some common clues in a string of deaths.

“It was astonishing,” said Dr. Gregory, one of the leading memeologists on the project, “After an overwhelming number of specimens had been donated to us for study, we were finally able to extract what these bodies had in common. They had all hit the mainstream media.”

Dr. Gregory stepped away from the podium, leaving the audience to collectively gasp in shock. His assistant, Dr. Lee, began to make his way to the microphone.

“I too, was shocked by the results of the investigation,” said Dr. Lee, “When we were studying the bodies it became very clear that these were not just normal deaths. There was a normie contamination laced throughout the cadavers. Had I known this investigation would lead me to come into contact with normietoxic spores, I wouldn’t’ve been a part of the terrifying discovery that we display before you.” When looking into this fungi, it is revealed that the fungi is found only in the deepest, darkest, and dankest swamps of your mom’s basement.

Dr. Lee continued, “We can’t say for sure that the normies are the sole cause of death. I remember studying one cadaver and discovering that it had been lead to an early grave in what we coined as ‘meme decadence.’” Dr. Gregory began to yell from across the room, forcing his way back to the podium

after returning from the bathroom. “I asked the mortician if he knew anything else about that particular cadaver. He looked at me, dead in the eye, and said, ‘dat boi ain’t comin’ no more.’”

We acquired an exclusive interview with the CEO of Meme Insider, known on the series of tubes referred to as the Internet as /u/ DigitalizedOrange.

He had much to say on this matter. “This just goes to show you that with the appropriate use of our vast riches, our research teams are able to uncover the darkest secrets of the meme economy.” He then stood up, gracefully avoiding the paper cuts from his throne of hundred dollar bills, and declared I needed to get the fuck out of his office and that if a gram of gold was missing he’d just fuck my shit up.

When DigitalizedOrange asked the team if they would return to the morgue to conduct a follow up story, Dr. Lee responded, “I’m going home to my wife and kids, and I’m never returning to do a Science again.” He made way for his car, refusing to give a comment until I chased him for four blocks. He stopped the car long enough to tell me, “I saw

things down there that no sane man should ever see. I’m talking rage comics, YouTube poops, ancient horrors not meant for this time. Hell, Jeb Bush was being delivered while I was down there finishing my research paper.” After this he began to break down in tears. Luckily, he didn’t see me leave through his sobs.



You learn a lot of things in investigative journalism. Some things you’re even better off not knowing, but there was one thing I just wasn’t able to get off my mind. Why was there an innocent gorilla carcass in the morgue?

**An exclusive candid of /u/ DigitalizedOrange**



# CORPORATE MEME TREND

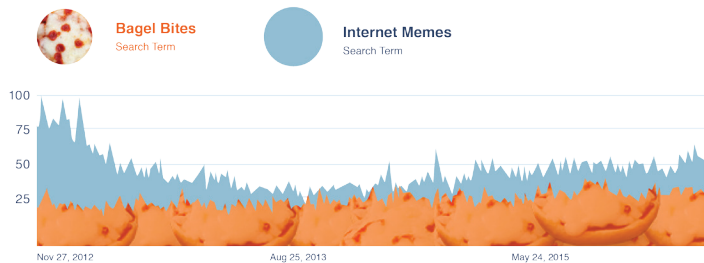
## ANALYSIS: BAGEL BITES B-RATED TREND

/u/The\_Magic\_Fairy. Nov 2016.

While not the best search trend volume, Bagel Bites \$BGBT has been putting serious work into their meme marketing campaign on facebook.

It's hard to quantify results for this campaign without their sales info available. A popular campaign would never equate to significantly higher „bagel bites“ search volume because people don't search „bagel bites“ in a store when they are on the pizza aisle. Personally I will remember the memes when making my decisions and will probably go with bagel bites just because of the brand, but I can't verify that response with metrics past my personal respect for dankness.

### Interest Over Time: Past 5 years



### Bagel Bites Facebook Engagement



After some data crunching you can actually see that their Facebook campaign really took off in august, and has followed a pretty steady increase. I've got the 3 variable polynomial trend-line equation available with a  $r=.765$  but it's a long boring number. The point is the trend is expected to stay on the rise.

I have a gut feeling that in the \$DADJOKES market place this stock will be a safe

investment for the future, until the social media intern's mom says it's time to come home for dinner. That spike on 5-10-16 is a dat boi meme (shown left, image below), which was during the dat boi peak at the same time.

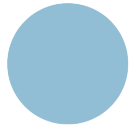
### Engagement Report

Bagel Bites			
Date	Likes	Comments	Shares
5/28/15	87	8	18
6/6/15	238	13	36
7/23/15	360	24	32
8/18/15	682	18	40
9/17/15	1700	41	288
10/24/15	1400	395	1400
11/24/15	2700	114	236
12/31/15	5300	261	653
1/12/16	5600	734	1200
2/4/16	1300	350	499
3/24/16	5700	235	601
4/29/16	8400	244	917
5/10/16	11100	3100	9600
6/7/16	6000	414	965
7/4/16	6100	260	2600
8/11/16	10000	942	2500
9/8/16	6400	352	1300
10/27/16	11500	1100	4200
11/22/16	9900	1300	5300

# Interest Over Time: Past 5 years



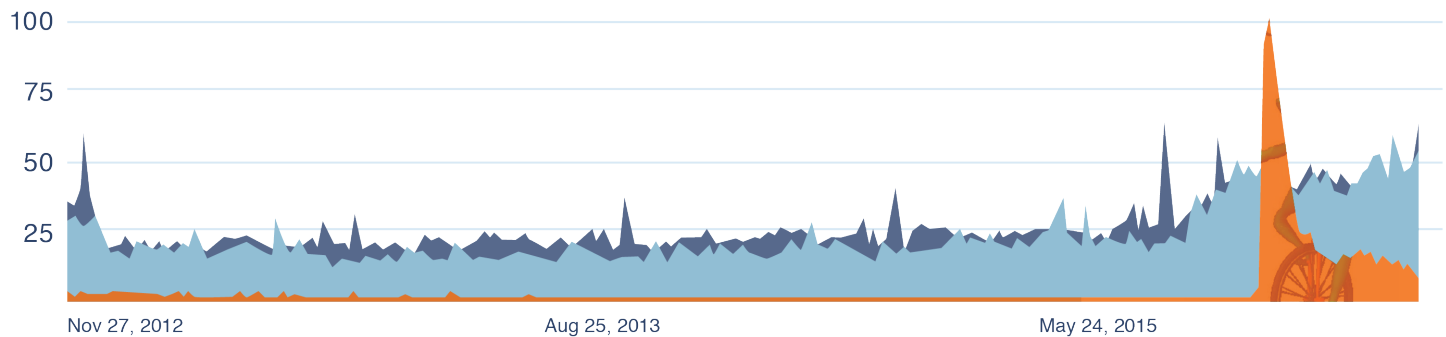
**Dat Boi**  
Search Term



**Arby's**  
Search Term

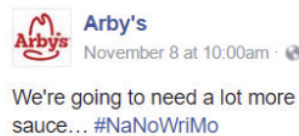


**Denny's**  
Search Term



## Arby's showing an uptick in BBB rating.

While it seems small on the trend, the uptick shows a doubling of search volume since January! That takes it from estimated 22,000 searches a week to 55,000 searches a week! Their marketing must be having an impact because their food is still the same. The cool part about Arby's marketing is that they are location based food, the opposite of Bagel Bites. People see an Arby's ad with a meme, think it's funny, and search to find an Arby's to go to. It's a direct correlation from meme to searches. I have co-workers showing me their posts frequently and immediately asking to go to lunch there. That's the dream, the meme dream. Arby's is a safe BBB stock to invest in, just don't actually try the food.



## This one scared me... Denny's BBB rating.

I would think that Denny's wouldn't have good social media, but lo and behold they have a thriving tumblr account! TUMBLR! A very hard market to make strides in with corporate content. When working with clients I have suggested avoiding tumblr because it is a hard market. Denny's embraced tumblr and has since had many popular posts (below) and seen an uptick in searches for the same reason as Arby's. See a post, like the post, search for the nearest place online.

Have a Happy Holidays and I'll see you at Denny's!

There is a certain booth in a certain Denny's haunted by the ghost of Andy Jones. His tortured soul remains barred from the afterlife lest he settle his unfinished business, an unfinished glass of Fanta. At certain times of night you can hear him, "sip"... "sip"... "sip". But like Sisyphus and his boulder, every time Andy's Fanta nears the bottom of the glass, a server comes by to top him off. Always tending to the refills. 24 hours a day, 7 days a week. Trapping him forever in this ether between the realms of the living and the dead.

# THE SCIENCE OF MEMETICS

## DEFINING A MEME.

**/u/lemons-and-limes. Nov 2016.**

In popular internet culture today, there is no mode of expression more popular than the meme. But what even is a meme? Where did the term originate? Why do they spread so well?

The word “meme” was first coined in 1976 by Oxford biologist Richard Dawkins in his book *The Selfish Gene*. Not too far from the memes we know and love today, Dawkins’ memes were “small units of culture that spread from person to person by copying or imitation.” He described an idea that in addition to biological evolution, a sort of cultural evolution was taking place. Thoughts and ideas faced the same pressures as genes: mutation, replication, and differential fitness. Thus, from the gene came the meme, something not physical yet still evolving in a Darwinian sense.

“Examples of memes are tunes, ideas, catch-phrases, clothes fashions, ways of making pots or arches. Just as genes propagate themselves in the gene pool by leaping from body to body via sperms or eggs, so memes propagate themselves in the meme pool by leaping from brain to brain via a process which, in the broad sense, can be called imitation.” --Richard Dawkins, *The Selfish Gene*

However, these memes differ from genes in one crucial way: they spread and evolve fast. What would take hundreds of generations to hardcode into genetic material now can be spread to anyone. The advent of language, writing, the printing press, and most recently, the internet have all enabled faster dissemination of memes.

So how does this all relate to Pepe or Kermit?

Internet memes are a subclass of the more general meme that are intertextual, intentionally altered, and share “characteristics of common form, content, and/or stance.” (Shifman, *Memes in Digital Culture*) Internet memes in general require a level of “meme literacy,” that is to say it is hard to fully understand any one meme in a vacuum.

The idea of the meme is vast, and in the world of today we are explorers, pioneers, and adventurers of this new frontier of the internet. Memes can be used for good and evil, politicking and humor, shaming a zoo and electing a president. So go forth, you children of tomorrow, and make memes!



# THE DANKNESS POTENTIAL

## A NEW ECONOMIC TOOL.

**/u/Hamster\_Furtif. Nov 2016.**

Hello, fellow memeconomists. I am /u/hamster\_furtif, and I recently created a tool that most of you will probably find to be interesting. It is the Dankness Potential (DP).

### What is the Dankness Potential, and why is it needed ?

Memeconomists need tools to analyze, describe, and predict the fluctuations of the different parameters that make meme economy so complex. The idea behind the creation of the DP formula was not to create a tool for memeconomists, but a tool for every person that studies memes.

The DP formula is this kind of tool. Its main goal is to quantify the dankness concentration a meme has at any given time. Knowing when a meme is about to lose all of its dankness is a good way to predict when it will lose all of its keconomic value.

But why do I exactly mean by “a meme” ? A meme is the largest set you can describe by a simple name. For example, the meme “Pepe” is the set of all Pepes that exist. The meme “rare Pepe” is a sub-set of the Pepe meme, that only contains the Pepes that happen to be rare. From this point, the meme as a set will be called a Meme and the meme as an element of a Meme will be called a meme.

Now THAT I have defined what a Meme is, I think it is important to stress the difference between the dankness and the Dankness Potential.

Talking about dankness of a Meme is irrelevant, the dankness only applies to memes. The Dankness Potential however is the amount of stress (i.e. low quality memes) a Meme can go through before becoming a bad Meme.

### The Dankness Potential as a function of time

The Dankness Potential is a function that only has one parameter: time, but it admits 2 constants that are specific to each Meme:

- $i$  the initial dankness index
  - $k$  the reconstitution coefficient
- is between 0.37 and 1

Assuming the Meme is discovered/created at  $t=0$ , it's DP can be calculated with the following formula.

$$DP = i + k \frac{it}{i + t}$$

At first glance, any decent memeconomist can calculate its derivative, and figure out DP is increasing over the time. To simulate the stress the DP is going through, you need to remove  $P(t)$  from it.  $P(t)$  is a function that represents the usage of a Meme, and the way it exhausts the DP, depending on the time, the amount of memes posted, their average dankness, and a few other parameters, however, on a short amount of time, it is possible to model  $P(t)$  with usuals functions (ex:  $P(t)=\exp(-t^2)$  so simulate a spike).

Over a very short amount of time, and for low intensity  $P(t)$ , you can use the following formula:

$$DP = i + k \frac{it}{i + t} - P(t)$$

However, if you want to see the long-time effect of a moderate/high  $P(t)$  (ex: how the DP recovers from an economic bubble that bursts), you'll have to use this formula:

$$DP = i + k \frac{it}{i + t} - \int_{t - \ln(\frac{1}{k}) \cdot t}^t P(x) dx$$

But, knowing that:

$$\int_{t - \ln(\frac{1}{k}) \cdot t}^t P(x) dx = \int_{1 + \ln(k)}^1 P(tx) dx$$

You can simplify it, and end up with this final formula:

$$DP = i + k \frac{it}{i + t} - \int_{1 + \ln(k)}^1 P(tx) dx$$

The integral is used to show the long-term effects of a perturbation (i.e. any medium to high value of  $P(t)$ ).

The Dankness Potential, a relevant economic tool

Even though DP is not especially designed for an economic use, it is a field in which it can be very relevant. Indeed, when the DP of a Meme becomes too low it loses its value. Even worse, if the DP gets lower than zero, the Meme is very likely to become a normie meme, at which point "You ain't sellin' cuz no one's buyin'" as they say.

However, seeing the DP of a Meme decreasing does not mean the Meme is losing its value, it can actually mean the Meme is trending, and a greater amount of memes are being produced, and shared. A very slow decrease of the DP probably means the Meme is trending. A crash of the DP means the Meme is fuelling a keconomic bubble, and you should SELL SELL SELL while you still can. If the DP increases, however, it means that, either the Meme is dying, or it is moving towards a niche market, which are two situations that can be rewarding, given you have the right plan in place, but are also risky.

As a conclusion, I will stress the fact that the Dankness Potential does not reflect the keconomic value of a Meme. It cannot be used exclusively to draw conclusions on the state of market.

A big thanks to /u/mrgaston147 for the images used in this article.

/u/Hamster\_Furtif

